

# DUANE READE COMBINED INDUSTRY SUPPORT

**■ 4 MANUFACTURERS**

■ PM	\$
■ RJR	\$456,900
■ BAT	\$
■ LOR	\$

**■ 3 MANUFACTURES**

■ PM	\$
■ RJR	\$672,850
■ BAT	\$
■ LOR	\$

**■ TOTAL**

\$ \_\_\_\_\_

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

**■ TOTAL**

\$ \_\_\_\_\_

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

DUANE READE COMBINED INDUSTRY SUPPORT	
■ 4 MANUFACTURERS	■ 3 MANUFACTURES
■ PM \$	■ PM \$
■ RJR \$456,900	■ RJR \$672,850
■ BAT \$	■ BAT \$
■ LOR \$	■ LOR \$
■ TOTAL \$	■ TOTAL \$
INCLUDES NATIONAL WORK PLAN PROMOTIONS AND ESTIMATED BUYDOWNS	INCLUDES NATIONAL WORK PLAN PROMOTIONS AND ESTIMATED BUYDOWNS
67 STORES	67 STORES

THE ABOVE DOES NOT INCLUDE DIRECT ACCOUNT  
PROGRAMS.

4-MANUF.

AVERAGE RETAIL SPENDING IS \$2.78 PER CARTON

BASED UPON ESTIMATED SHIPPING FIGURES FOR  
1997 OF 135,180 CARTONS

3-MANUF.

ESTIMATED SPENDING PER CARTON WITH 3 MAN. IS  
\$4.15/CARTON

# DUANE READE ANNUAL PROMOTIONAL SUPPORT

## ■ 4 MANUFACTURERS

■ PM	\$
■ RJR	\$296,100
■ BAT	\$
■ LOR	\$

## ■ 3 MANUFACTURERS

■ PM	\$
■ RJR	\$ 431,650
■ BAT	\$
■ LOR	\$

## ■ TOTAL

\$ \_\_\_\_\_

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

## ■ TOTAL

\$ \_\_\_\_\_

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

<b>DUANE READE ANNUAL PROMOTIONAL SUPPORT</b>	
<b>■ 4 MANUFACTURERS</b>	<b>■ 3 MANUFACTURES</b>
■ PM \$	■ PM \$
■ RJR \$296,100	■ RJR \$431,650
■ BAT \$	■ BAT \$
■ LOR \$	■ LOR \$
<b>■ TOTAL \$</b> INCLUDES NATIONAL WORK PLAN PROMOTIONS AND ESTIMATED BUYDOWNS	<b>■ TOTAL \$</b> INCLUDES NATIONAL WORK PLAN PROMOTIONS AND ESTIMATED BUYDOWNS
67 STORES	67 STORES

**RJR CALCULATIONS BASED UPON FOLLOWING:****4-MANUE.**

ESTIMATED 22 PROMOTIONS FOR 1998 AND EACH STORE TO  
RECEIVE 2 SKU'S PER MONTH WITH A VALUE \$75  
/OVERSTATED VALUE BY \$25:

$$22 \times 2 \times 67 \times \$75 = \$221,100$$

Plus buydown estimated at: \$75,000

**TOTAL \$296,100**

(ACTUAL TOTAL COST @ \$50/SKU = \$140,800 + \$75,000 = \$215,800)

**3MANUE.**

ESTIMATED 22 PROMOTIONS FOR 1998 AND EACH STORE TO  
RECEIVE 3 SKU'S PER PROMOTION WITH A VALUE OF \$75 EACH

$$22 \times 3 \times 67 \times \$75 = \$331,650$$

Plus buydowns estimated at: \$100,000

**TOTAL \$431,650**

(ACTUAL TOTAL COST @ \$50/SKU = \$221,100 + \$100,000 = \$321,100)

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**DUANE READE**  
**ANNUAL CONTRACT EARNINGS**

**■ 4 MANUFACTURERS**

■ PM	\$	
■ RJR	\$	160,800
■ BAT	\$	
■ LOR	\$	

**■ 3 MANUFACTURERS**

■ PM	\$	0
■ RJR	\$	241,200
■ BAT	\$	
■ LOR	\$	

**■ TOTAL**

\$ \_\_\_\_\_

**■ TOTAL**

\$ \_\_\_\_\_

**67 STORES**

**67 STORES**

<b>DUANE READE ANNUAL CONTRACT EARNINGS</b>			
	■ 4 MANUFACTURERS	■ 3 MANUFACTURES	
■ PM	\$	■ PM	\$ 0
■ RJR	\$ 160,800	■ RJR	\$ 241,200
■ BAT	\$	■ BAT	\$
■ LOR	\$	■ LOR	\$
■ TOTAL	\$ _____	■ TOTAL	\$ _____
67 STORES		67 STORES	

**CONTRACT PAYMENTS CALCULATED AS FOLLOWS:**

**4 MANUF.**

$\$200 \times 12 \times 67 \text{ stores} = \$160,800$

**3 MANUF.**

$\$300 \times 12 \times 67 \text{ stores} = \$241,200$

Under both 4 and 3 Manuf. can add Kamel display @ \$15/mo. or \$12,060 and build display into NSS set.

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